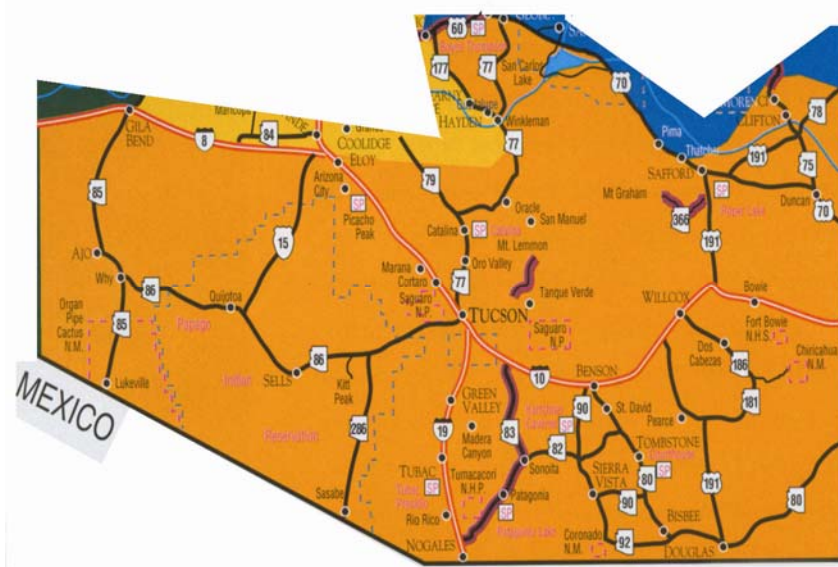


OLD WEST TERRITORY—2004

Old West Country is located in the Southern part of Arizona, home to the city of Tucson. Old West Country has been the setting of classic western films, historical events, and the meeting place of dozens of cultures.

This area is home to many natural treasures including Organ Pipe Cactus National Monument, Saguaro National Park, Nature Conservancy's Ramsey Canyon Preserve, Kartchner Caverns State Park, and Chiricahua National Monument. Other cities and towns in this region include Benson, Bisbee, Sierra Vista, Willcox, Safford, Nogales, and Tubac.



Data is from 2004.

Regional Statistics	
Percent Share Overnight Domestic Leisure Visitors	14%
Average Age	44.6
Average Household Income	\$61,273
Average Party Size	2.1
Average Length of Stay	4.0 days
Avg. Daily Expenditure Per Person	\$90.70
Average Round-Trip Distance	1,598 miles

Top Activities	
Sightseeing	50%
Dining	29%
Shopping	31%
Visit Historic Site	24%
Visit National/State Park	23%

Top Origin Markets	
Phoenix	31.6%
Los Angeles, CA	15.5%
Oklahoma	5.3%
Albuquerque-Sante Fe	5.0%
St. Louis	5.0%
Tucson (Sierra Vista)	4.1%

Rented a Car	
Yes	22%
No	78%

Stayed in a Resort	
Yes	3%
No	97%

Source: D.K. Shifflet and Associates, Ltd.

OLD WEST TERRITORY

Demographics:

Household Income	
Average HHI Income	\$61,273
<\$25,000	10%
\$25K-\$49,999	36%
\$50K-\$74,999	22%
\$75,000+	32%

Occupation	
Manager, Prof.	33%
Tech. Sales, Admin.	22%
Service	3%
Other/Retired/Student	23%
Not Employed	9%

Lifestage	
18-34/No children	18%
18-34/Children	21%
35-54/No children	18%
35-54/Children/<\$50K	6%
35-54/Children/\$50K+	12%
55+/No children/<\$50K	10%
55+/No children/\$50K+	16%

Age	
Average (years)	44.6
18-34 years	38%
35-49 years	24%
50-64	24%
65+ years	14%

Education	
No College	19%
Attended College	47%
College Grad.	18%
Post-Grad. Degree	16%

Trip Behaviors:

Overnight Purpose of Stay	
Business	29%
Leisure	71%

Accommodations	
Non-Paid (Net)	33%
Hotel	39%
Paid non/hotel	3%
Other	25%

Transportation	
Motor Vehicle	70%
Air	26%
Other	4%

Length of Stay	
Average	4.0 days
1-3 Nights	63%
4-7 Nights	25%
8+ Nights	12%

Quarter of Travel	
Quarter 1	34%
Quarter 2	15%
Quarter 3	21%
Quarter 4	31%

Party Composition	
Avg. Party Size	2.1
One Adult	34%
MM/FF	2%
3+ Adults	7%
Couples	32%
Families	26%

Expenditures	
Average (per person per day)	\$90.70
Transportation	\$30.70
Food	\$20.00
Shopping	\$15.50
Room	\$10.50
Entertainment	\$8.90
Other	\$5.10

Reservation Type	
No Reservation	43%
Reservation (Net)	57%
Toll-Free Number	6%
Direct to Location	15%
Computer/Internet	18%
Travel Agent	4%
Corporate Travel	<1%
Other	13%

Trip Distance	
Ave. Round Trip Distance	1,598
Under 100 Miles	3%
101-250 Miles	2%
251-500 Miles	27%
501-750 Miles	4%
751-1,000 Miles	9%
More than 1,001 Miles	55%

Activities	
General Spending (Net)	50%
Dining	29%
Shopping	31%
Entertainment	18%
Outdoor Sports (Net)	14%
Adventure Sports	5%
Hike/Bike	5%
Hunt/Fish	3%
Golf	5%
Boat/Sail	3%
Snow Ski	2%
Nature (Net)	27%
Camping	4%
National/State Parks	23%
Beach/Waterfront	0%
Eco-Travel	3%
Sightseeing (Net)	54%
Sightseeing	50%
Group Tour	6%
Attractions (Net)	27%
Theme Park	1%
Sporting Event	13%
Night Life	10%
Gamble	7%
Shows	0%
Culture (Net)	31%
Historic Site	24%
Concert/Play/Dance	3%
Museum/Art Exhibit	13%
Festival/Craft Fair	4%

Source: D.K. Shifflet and Associates, Ltd.—2004